JT Group
2025 Second-Quarter Results

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*Please be reminded that the figures shown on these slides may differ from those shown in the financial statements as they are intended to facilitate the reader's understanding of individual businesses.

*For details of each term, please refer to annotations on slide 19.

FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. These statements appear in a number of places in this document and include statements regarding the intent, belief, or current and future expectations of our management with respect to our business, financial condition and results of operations. In some cases, you can identify forward-looking statements by terms such as “may”, “will”, “should”, “would”, “expect”, “intend”, “project”, “plan”, “aim”, “seek”, “target”, “anticipate”, “believe”, “estimate”, “predict”, “potential” or the negative of these terms or other similar terminology. These statements are not guarantees of future performance and are subject to various risks and uncertainties. Actual results, performance or achievements, or those of the industries in which we operate, may differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. In addition, these forward-looking statements are necessarily dependent upon assumptions, estimates and data that may be incorrect or imprecise and involve known and unknown risks and uncertainties. Forward-looking statements regarding operating results are particularly subject to a variety of assumptions, some or all of which may not be realized.

Risks, uncertainties or other factors that could cause actual results to differ materially from those expressed in any forward-looking statement include, without limitation:

1. increase in awareness of health concerns related to smoking;
2. regulatory developments; including, without limitation, tax increases and restrictions on sales, marketing, packaging, labeling and use of tobacco products, privately imposed restrictions and governmental investigations;
3. litigation around the world alleging adverse health and financial effects resulting from, or relating to, tobacco products;
4. our ability to further diversify our business beyond the traditional tobacco industry;
5. our ability to successfully expand internationally and make investments outside Japan;
6. competition, changing consumer preferences and behavior;
7. our ability to manage impacts derived from business diversification or business expansion;
8. economic, regulatory and political changes, such as nationalization, terrorism, wars and civil unrest, in countries in which we operate;
9. fluctuations in foreign exchange rates and the costs of raw materials; and
10. catastrophes, including natural disasters.

2025 Six-Month Results

2025 Second-Quarter Consolidated Results: Robust performance driven by top-line growth in the tobacco business

(JPY BN)	2025 Jan-Jun	vs. 2024
At constant FX		
Core revenue	1,724.5	+14.2%
AOP	565.1	+24.7%
Reported		
Revenue	1,734.5	+10.5%
AOP	539.9	+19.2%
Operating profit	479.9	+10.9%
Profit	319.9	+4.8%

Note: The results for fiscal year 2024 and fiscal year 2025 on a reported basis have been adjusted to include the impact of hyperinflationary accounting in accordance with the requirements stipulated in IAS 29. The results for fiscal year 2024 and fiscal year 2025 on a constant FX basis have been calculated to exclude amounts of revenue and profit that have increased due to hyperinflation in certain markets.

Revenue and AOP [1)]

- Robust growth driven by strong organic performance, boosted by the inclusion of VGR [2)] in the tobacco business

Forex (Tobacco business)

- Unfavorable to AOP, due to the depreciation of local currencies vs. JPY

Operating profit

- Increase driven by AOP growth, partially offset by adjustment items, mainly impairment losses related to the transfer of JT pharmaceutical business to Shionogi & Co., Ltd. and higher intangible assets amortization costs related to VGR acquisition

Profit

- Increase driven by operating profit growth, partially offset by higher financial costs and higher corporate income tax expenses

[1)] AOP=Adjusted operating profit [2)] VGR= Vector Group Ltd.

Tobacco Business Volume Performance:
Solid combustibles performance and double-digit RRP volume growth

(BnU)	2025 Jan-Jun	vs. 2024
Total volume	283.3	+0.7%
Combustibles	277.0	+0.3%
GFB	202.5	+1.1%
RRP	6.3	+20.2%
HTS	5.0	+29.5%

Combustibles

- Strong volume growth in the EMA cluster, boosted by the inclusion of VGR
- On-going share momentum in many markets
- In key markets, combustibles industry volume remained under pressure mainly in Japan and the UK, while it performed better in Russia and Turkey

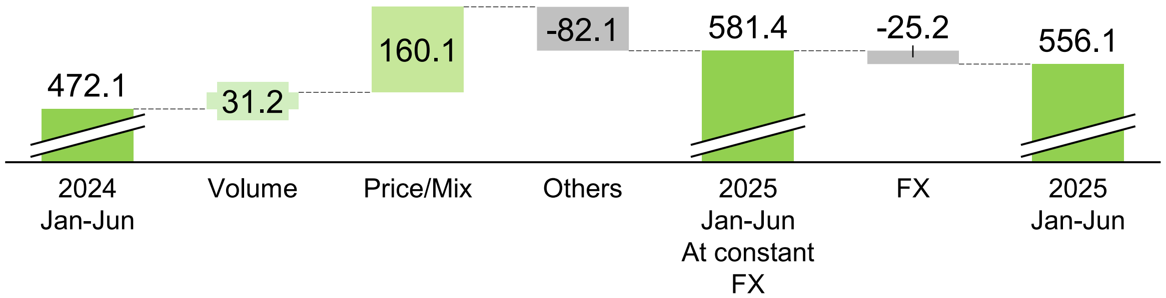
RRP

- On-going volume growth and share across markets, driven by Ploom
  - Positive early performance of Ploom AURA and EVO sticks in Japan

Tobacco Business Financial Performance: Strong pricing contributions fueled double-digit top- and bottom-line growth

(JPY BN)	2025 Jan-Jun	vs. 2024
Core revenue	1,552.5	+11.5%
at constant FX	1,598.7	+14.9%
AOP	556.1	+17.8%
at constant FX	581.4	+23.1%

Roadmap of AOP variance (JPY BN)



Note: The results for fiscal year 2024 and fiscal year 2025 on a reported basis have been adjusted to include the impact of hyperinflationary accounting in accordance with the requirements stipulated in IAS 29. The results for fiscal year 2024 and fiscal year 2025 on a constant FX basis have been calculated to exclude amounts of revenue and profit that have increased due to hyperinflation in certain markets.

Volume

- Positive volume contribution, mainly driven by the incremental volume and improved market mix from VGR inclusion

Price/Mix

- Strong pricing contribution in multiple markets, such as the Philippines, Russia and the UK

Others

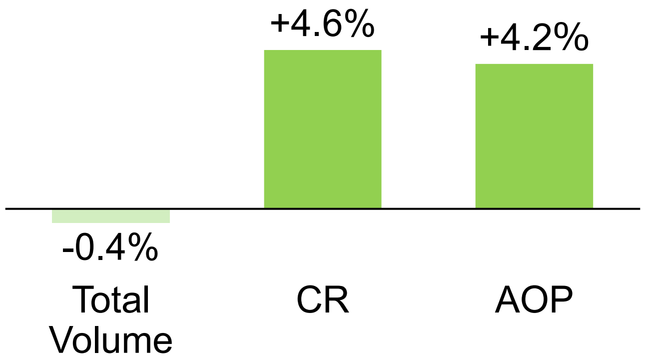
- Incremental investments towards Ploom
- Inflation-led cost increases in the supply chain

Forex

- Unfavorable to AOP, due to the depreciation of local currencies vs. JPY

Tobacco Business Results by Cluster

ASIA



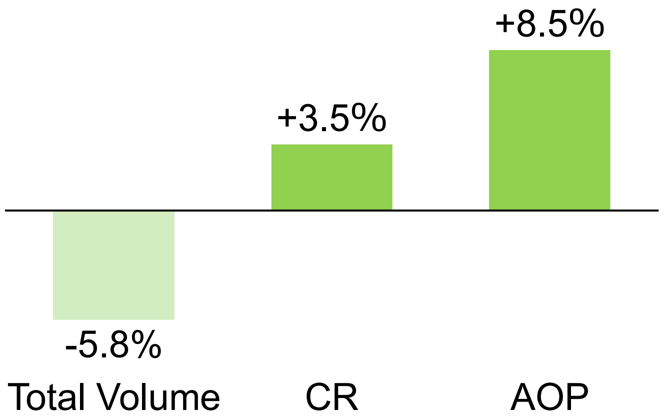
Total Volume

- Market share gains, mainly in Taiwan
- Ploom volume growth in Japan
- Lower combustibles industry volume in Japan & Taiwan

CR/AOP

- Pricing contribution, mainly in the Philippines, offset the negative volume contribution

WESTERN EUROPE



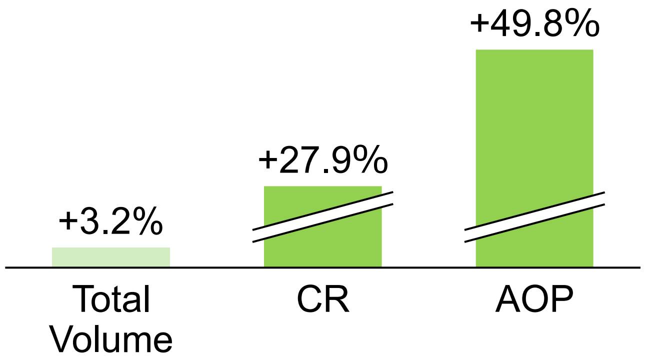
Total Volume

- Market share gains, mainly in the UK
- Ongoing Ploom share gains
- Lower combustibles industry volume, mainly in the UK
- Unfavorable inventory adjustments in Italy & Spain

CR/AOP

- Pricing contribution, in several markets such as Italy & the UK, offset the negative volume contribution

EMA



Total Volume

- Inclusion of VGR
- Volume growth, mainly in Turkey, and market share gains across the cluster
- Resilient industry volume, mainly in Russia & Turkey

CR/AOP

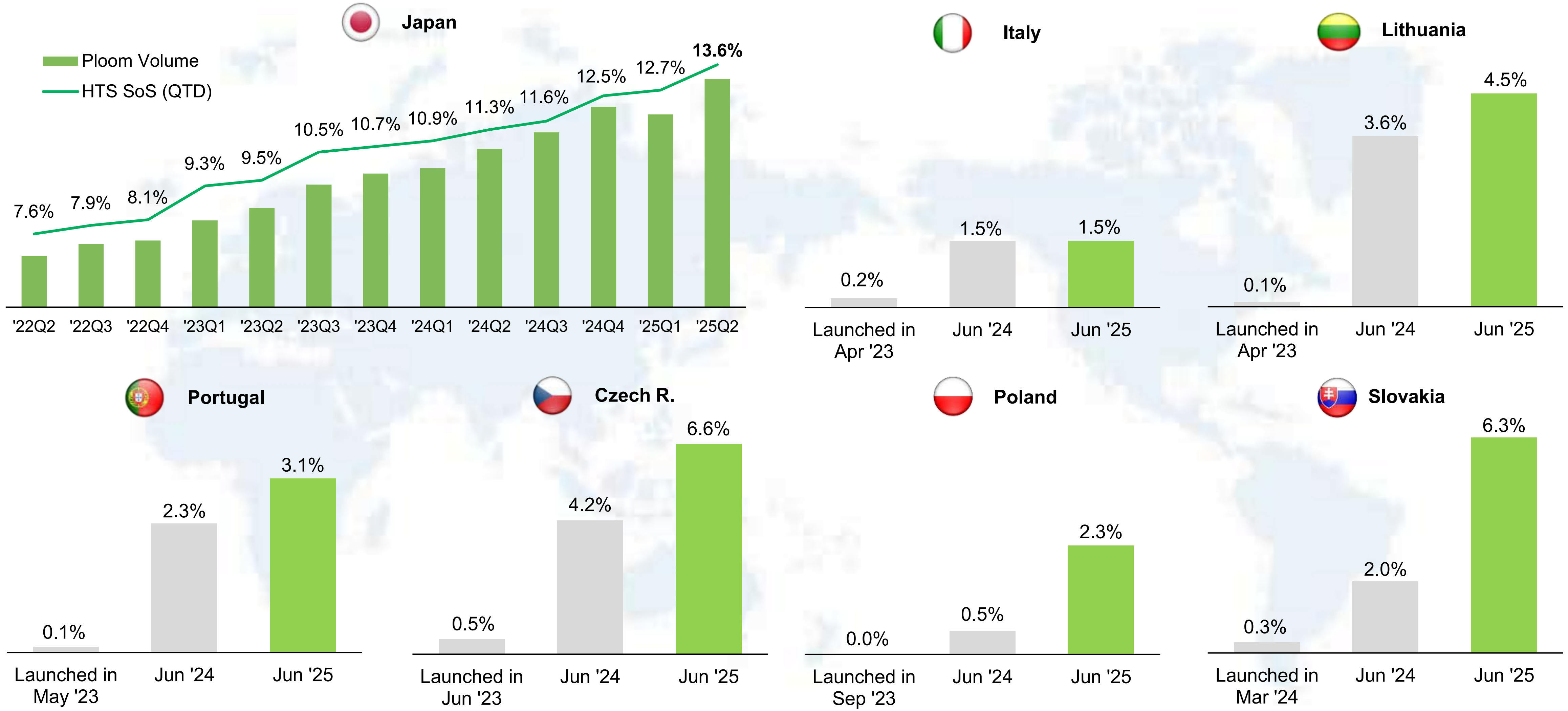
- Positive volume contribution, including the impact of VGR acquisition
- Pricing contribution, mainly in Russia & Turkey

- Incremental investments towards Ploom and inflation-led cost increases

**All data on this slide refer to Jan-Jun 2025 vs. PY at constant FX*

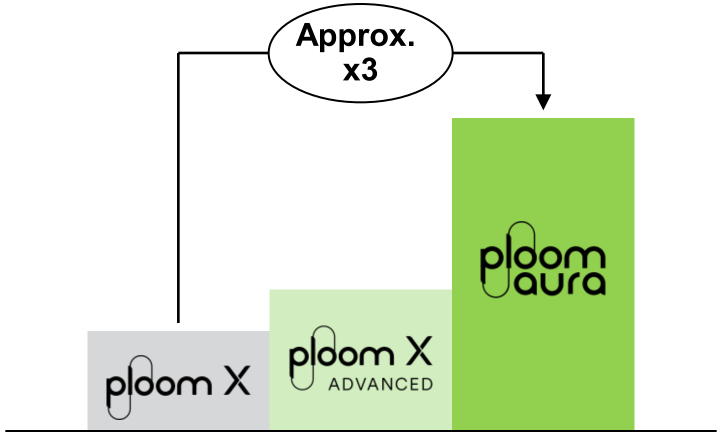
Ploom: Continued steady share gains across the global footprint

HTS SoS



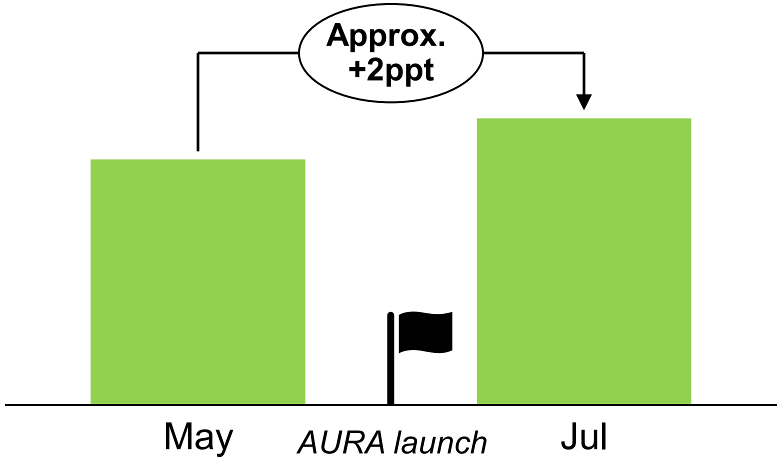
Ploom: Strong consumer adoption of Ploom AURA in Japan

Cumulative sales of Ploom AURA device



JT estimate. Sell-out based device sales volume comparison among our model in Japan. Same channel and period (three weeks after nationwide expansion). Since this is based on sell-out figures from certain major sales channels, it may differ from comparisons across the overall market.

HTS SoS in Japan



JT estimate. Sell-out based HTS SoS in Japan. Comparison of averages for May and July 1–21. Since this is based on sell-out figures from certain major sales channels, it may differ from comparisons across the overall market.

- Strong start for Ploom AURA and its premium stick EVO since the launch in Japan (May 27) and its nationwide expansion (July 1)
  - AURA device sales far exceeded our previous HTS devices
  - Positive consumer feedback on taste (e.g. “Product offers a stronger kick with a rich and satisfying taste”) and design (e.g. “Design has become slimmer and more comfortable to hold”)
  - AURA and EVO contributed to accelerate HTS SoS growth
- Steady progress towards achieving our 2028 ambitions, to be further supported by the planned AURA geo-expansion

Processed Food and Pharmaceutical Businesses Financial Results

Processed Food Business

(JPY BN)	2025 Jan-Jun	vs. 2024
Revenue	76.7	+2.9
AOP	2.6	-1.8

Revenue

- Increase driven by price revisions and growth in the frozen and ambient foods business

AOP

- Decrease as the revenue increase was offset by higher raw material costs

Pharmaceutical Business*

(JPY BN)	2025 Jan-Jun	vs. 2024
Revenue	48.3	+4.3
AOP	4.2	+0.2

*The Pharmaceutical business will be classified as a discontinued operation starting in the third quarter.

Revenue

- Increase mainly driven by sales growth in the area of skin diseases and allergens at TORII PHARMACEUTICAL CO., LTD. and higher overseas royalties

AOP

- AOP broadly stable as revenue growth offset higher SG&A expenses

Full-year Revised Forecasts

2025 Consolidated Revised Forecasts: Upward revision across the P&L

(JPY BN)	FY2025 Revised forecasts	vs. Initial forecasts	vs. 2024
At constant FX			
Core revenue	3,286.0	+54.0	+8.4%
AOP	862.0	+47.0	+14.6%
Reported			
Revenue	3,344.0	+71.0	+6.2%
AOP	824.0	+89.0	+9.6%
Operating profit	739.0	+68.0	+128.5%
Profit	494.0	+44.0	+175.6%
FCF	236.0	-112.0	+65.5Bn

Note: The forecasts for fiscal year 2025 on a reported basis shown above have been adjusted to include the impact of hyperinflationary accounting in accordance with the requirements stipulated in IAS 29. The forecasts on a constant FX basis have been calculated to exclude amounts of revenue and profit that have increased in the first half of 2025 due to hyperinflation in certain markets.

Core revenue: +54.0 JPY BN

- Upward revision in the tobacco business, partially offset by downward revision in the pharmaceutical business due to the transfer

AOP: +47.0 JPY BN (at constant FX) / +89.0 JPY BN (reported)

- Upward revision mainly driven by higher top-line in the tobacco business
- Unfavorable FX impact expected to ease following revised currency assumptions

Operating profit: +68.0 JPY BN

- Upward revision of AOP partially offset by adjustment items associated with impairment losses related to the pharmaceutical business transfer

Profit: +44.0 JPY BN

- Upward revision of operating profit partially offset by higher financial costs

FCF: -112.0 JPY BN

- Upward revision of AOP and cash inflow from the transfer of the pharmaceutical business, to be offset by initial payment related to Canadian litigation settlement and higher working capital

*Excluding a provision of 375.6 BN yen related to a comprehensive settlement of the Canadian litigations, which was recorded as operating expense in the fiscal year ended December 31, 2024, operating profit and profit are expected to increase by +6.0% and +6.6% YoY, respectively.

Tobacco Business: Upward revision reflecting strong results in the first half

Volume

	FY2025 Revised forecast	Initial forecast
Total volume	A decrease of approx. -1.0% vs. 2024	A decrease of -2.0% to -1.0% vs. 2024

Financials

(JPY BN)	FY2025 Revised forecasts	vs. Initial forecasts	vs. 2024
Core revenue	2,995.0	+70.0	+7.8%
at constant FX	3,050.0	+80.0	+9.8%
AOP	860.0	+84.0	+8.6%
at constant FX	898.0	+42.0	+13.4%

Note: The forecasts for fiscal year 2025 on a reported basis shown above have been adjusted to include the impact of hyperinflationary accounting in accordance with the requirements stipulated in IAS 29. The forecasts on a constant FX basis have been calculated to exclude amounts of revenue and profit that have increased in the first half of 2025 due to hyperinflation in certain markets.

Volume assumption

- Upward revision driven by strong momentum in combustibles share gains and improved industry volume in several markets
  - H2: VGR contribution to lap from October onwards

Financials

- Upward revision driven by strong pricing contributions and higher total volume, more than offsetting additional investments towards Ploom
  - H2: Revenue and AOP growth to slow vs. H1 due to lower volume and higher expenditures

Forex

- Unfavorable foreign exchange impact is expected to ease (initial forecast: -80.0 JPY BN vs. revised forecast: -38.0 JPY BN)

Processed Food and Pharmaceutical Businesses Revised Forecasts

Processed Food Business

(JPY BN)	FY2025 Revised forecasts	vs. Initial forecasts	vs. 2024 variance
Revenue	165.0	+2.0	+7.8
AOP	8.5	-	+0.4

Revenue

- Upward revision driven by sales growth in the frozen and ambient foods business

AOP

- AOP unchanged as revenue growth is offset by expected higher raw material costs

Pharmaceutical Business*

(JPY BN)	FY2025 Revised forecasts	vs. Initial Forecasts	vs. 2024 variance
Revenue	69.0	-28.0	-25.5
AOP	10.0	+6.0	+0.8

*The Pharmaceutical business will be classified as a discontinued operation starting in the third quarter.

Revenue

- Downward revision due to the deconsolidation of the pharmaceutical business and TORII, following the pharmaceutical business transfer, partially offset by higher overseas royalties

AOP

- Upward revision driven by the exclusion of R&D expenses due to the deconsolidation, despite a downward revision in revenue

Closing remarks

Closing remarks

First half results

- AOP at constant FX grew by over 20% year-on-year, mainly driven by top-line growth with solid pricing contributions in the tobacco business
  - VGR contributed in line with our expectations
- Steady growth in HTS share of segment across markets
  - Encouraging early momentum for Ploom AURA and EVO in Japan

Full-year revised forecasts

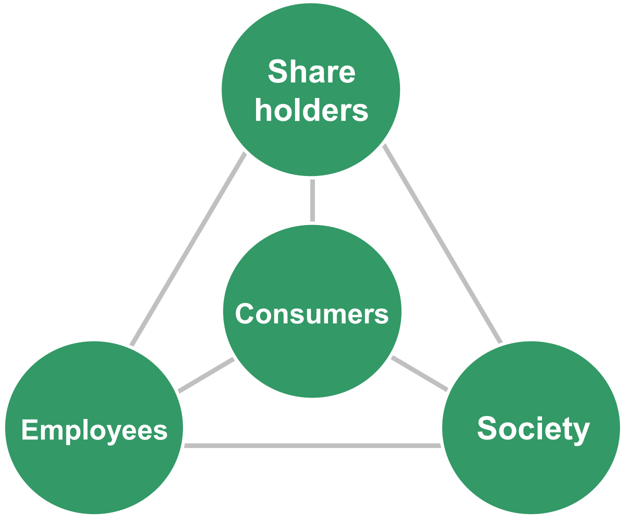
- Upward revision from top- to bottom-line, reflecting strong business momentum in the tobacco business and the revision of assumed exchange rates

Shareholder returns

- Annual dividend guidance to be revised upward by JPY 14 to JPY 208 based on the upward revised full-year forecast and our shareholder return policy
  - The dividend for the current period is determined based on the payout ratio calculated on the continuing operations basis
- Interim dividend per share: JPY 104

*Dividend payout ratio: 74.8% (The dividend payout ratio based on "profit from the continuing operations" as shown on slide18 is 74.9%)

Fulfilling Moments,
Enriching Life



For reference:
Financial disclosure from Q3 2025 following transfer of Pharmaceutical business to Shionogi & Co., Ltd.

Financial disclosure from Q3 2025 onwards

In accordance with IFRS, results and forecasts for the Pharmaceutical business will be classified as discontinued operation starting from Q3 2025

- Consolidated financials will be shown separately for continuing and discontinued operations
  - Contributions from the Pharmaceutical business will be retrospectively classified as discontinued operations, effective Q1 2025
  - As stated in the press release on May 7, the financial impact arising from the transactions will also be recorded under discontinued operation
  - The results for the SPLY will be presented separately for continuing and discontinued operations
- Figures classified into continuing and discontinued operations based on the revised forecast announced on July 31 are shown in the table on the right

Disclosure from Q3 onwards
(based on Q2 revised forecasts)*

(JPY BN)		FY2025 Revised forecasts
	Reported	
Revenue	Continuing operations	3,275.0
AOP	Continuing operations	814.0
Operating profit	Continuing operations	751.0
Profit	Continuing operations	493.0
	Discontinued operations	1.0
	Total	494.0

*Figures are based on current estimates

＜Definitions＞

Adjusted operating profit (AOP)	Operating profit + amortization cost of acquired intangibles arising from business acquisitions + adjusted items (income and costs)* * Adjusted items (income and costs) = impairment losses on goodwill ± restructuring income and costs ± others.
~ at constant FX	Constant FX is computed using the same foreign exchange rates as in the equivalent period in the previous fiscal year for the tobacco business. Results at constant FX are provided additionally and are not an alternative to financial reporting under International Financial Reporting Standards (IFRS).
Core revenue at constant FX (consolidated)	The sum of revenues in the pharmaceutical business, processed food business, and others, as well as the core revenue at constant FX in the tobacco business.
Core revenue (tobacco business)	Core revenue includes all revenue excluding those from distribution, contract manufacturing and other peripheral businesses.
Profit	Profit attributable to owners of the parent company.
Reduced-Risk Products (RRP)	Products with the potential to reduce the risks associated with smoking. In JT's portfolio, these products include HTP, E-Vapor and Oral.
Heated tobacco products (HTP)	Products that contain tobacco leaf and create a tobacco-enriched vapor by heating electronically the tobacco, either directly or indirectly, without any combustion.
Heated tobacco sticks (HTS)	Heated tobacco products that directly heat tobacco sticks. One stick is equivalent to a stick of cigarettes.
Combustibles	Combustibles include all tobacco products excluding contract-manufactured products and RRP.

<Definitions>

Total volume	The volume of tobacco-based products which excludes contract-manufactured products, RRP devices and related accessories.
Combustibles volume	The shipment volume of combustibles which excludes contract-manufactured products and RRP.
RRP volume	RRP sales volume in cigarette-stick equivalent. This excludes RRP devices, RRP related accessories, etc.
HTS volume / Ploom volume	Sales volume of HTS (Ploom) in cigarette-stick equivalent. This excludes Ploom devices, Ploom related accessories, etc.
Global Flagship Brands (GFB)	GFB includes four Brands namely Winston, Camel, MEVIUS and LD.